100% CANADIAN SINCE 1982 • ISSUE 225 • APRIL 2010 • FREE

GET THE BIG PICTURE

Common Ground

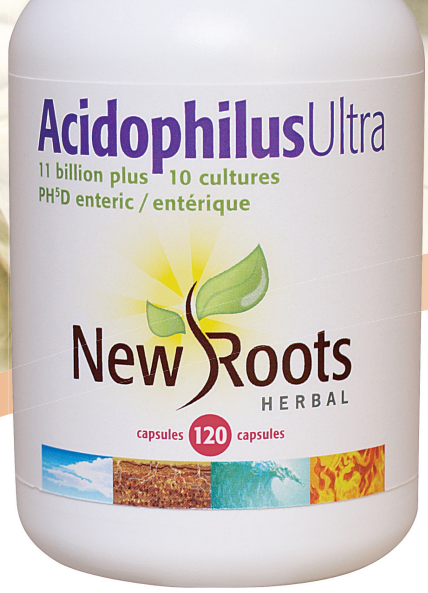
What are you doing to protect the Earth?

Endangered species • Stop Gateway
Tar Sands • Trophy bear hunt
BC's rivers at risk • GE foods
Bee memory collapse
Enbridge pipeline

Placebo power stronger than ever • The modern brain under siege
Seniors drugs and more drugs • Ego's structure • The next 500 years

240 hours of testing and research every week.
Our full-time laboratory is staffed with 1 PhD, 3 MSc and 2 BSc.

Actual laboratory at New Roots Herbal



Acidophilus Ultra: Our Acidophilus Ultra simply delivers. And we've got the science to back it up.

Whether it's High-Performance Liquid Chromatography, Near-Infrared Spectroscopy or Gas Chromatography, our pharmaceutical compliant laboratory takes advantage of the most cutting edge technology available.

Why choose ACIDOPHILUS ULTRA

- Boosts your immunity, cleans, protects, aids in protein digestion, stimulates and fortifies the immune system and completely replenishes your gastrointestinal system
- Contains 10 stronger, smarter, complementary probiotics / 11 billion per capsule
- Each probiotic culture administers a special benefit, each at a unique site along the intestines
- Can be taken before, with or after meals as the special PH^{5}D enteric coating will only open in your small intestines

newrootsherbal.com
Prevention & Cure

Best Fish Oil for You and the Planet

WILD ALASKAN SALMON
100%
Sustainably Wild-Caught Salmon
Great Size for Kids!
NEWCHAPTER
NEW
Extra Virgin Omega-Rich Fish Oil
WHOLEmega
1000 mg
Nature's Whole Complement of Sixteen Omegas – 3, 5, 6, 7 and 9's
Bioavailable: Clinically Shown to Enter Cell Membranes for Optimal Fish Oil Benefits
Effective: Reduces Inflammatory Arachidonic Acid*
Whole: Natural Source of Omegas + Vitamin D + Astaxanthin
HEART HEALTHY
60 Softgels
DIETARY SUPPLEMENT
NEWCHAPTER
NEW
Easy to Swallow Omega-Rich Fish Oil
WHOLEmega
500 mg
Nature's Whole Complement of Sixteen Omegas – 3, 5, 6, 7 and 9's
Bioavailable: Clinically Shown to Enter Cell Membranes for Optimal Fish Oil Benefits
Effective: Reduces Inflammatory Arachidonic Acid*
Whole: Natural Source of Omegas + Vitamin D + Astaxanthin
HEART HEALTHY
90 Softgels
DIETARY SUPPLEMENT

Nature Created 16 Omega Fatty Acids.
Why settle for just the Omega 3's ?

Introducing **Wholemega™**
A fresh pressed, extra virgin approach to fish oil, offering all 16 Omegas as nature intended.

Know What "Conventional" Fish Oils Are Missing?
A Whole Lot !

Wholemega™ Wild Salmon Oil
Fresh pressed to retain all of the naturally occurring compounds found in Wild Salmon: 16 Omegas - 3, 5, 6, 7 and 9's, plus Vitamins A, D and Super Antioxidants such as Astaxanthin.

"Conventional" Fish Oil
High Heat Chemically Processed.
With other fish oils, many of the critical nutrients such as Vitamins A, D, Antioxidants and many of the Omega oils are lost in processing.

NEWCHAPTER Organics®

Available In Supplement and Health Food Stores
www.advantagehealthmatters.com
Prevention · Regeneration · Longevity

Health Matters

RECOVERY®

- Back Pain
- Hip Pain
- Knee Pain
- Neck Pain
- Muscle Pain
- Joint Stiffness

Live Pain Free

Immune 7x®

Feeling Sick? Tired?

- Anti-viral
- Anti-fungal
- Cold Prevention
- Serious Immune Conditions

Protect Yourself!

Purica.com

Purica

1.877.746.9397